ALICE (JIE) LI

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SUMMARY

Product Designer focused on creating intuitive, scalable experiences across travel, loyalty, and AI-driven products. Known for driving measurable impact—improving checkout conversion, growing user engagement, and doubling paid memberships through clear, data-informed design. With a background in architecture, I bring systems thinking and a strong sense of structure to every digital experience.

TOOLS & SKILS

Design: Figma, Adobe XD, Sketch, Rive, Adobe Illustrator, Adobe Photoshop
UX Method: Prototyping, User Research, Usability Testing, Journey Mapping, Information Architecture
Strategy & Collaboration: Human-Centered Design, Data-Driven Design, Design System, Storytelling, Cross-Functional Collaboration, AI-Human Interaction

EXPERIENCE

Full-time UX/UI Designer | Brightline   Jun 2023 - Present

- Improved **checkout conversion by 3.1%**, contributing to a **1.35% annual revenue lift**, by simplifying booking flows.
- Designed a new **loyalty program UX** projected to increase member retention by 25%.
- Increased **ancillary revenue 15%** through clearer fare selection, gift card payments, and upgrade flows.
- Delivered **10+ product enhancements** across booking, account, and customer support experiences, reducing support tickets by 15%.
- Enhanced team efficiency by expanding the **design system** and improving cross-platform consistency.

Freelance Product Designer | Various Clients   Aug 2024 - Present

- **PointsYeah:** Designed a full **website experience** that drove **250% user growth** and **improved CSAT by 90%**, simplifying navigation and hierarchy. Led the **mobile app UX design** from concept to launch, including navigation, core interactions, and design system. Helped **double paid memberships** (250K → 500K) in six months by creating exclusive member features that strengthened brand differentiation.
- **Rozie Synopsis:** Redesigned an **AI editor tool** for summarizing and customizing event insights, leading to enterprise client adoption. Defined **AI interaction flows** that balanced automation and user control to build trust and reduce cognitive load. Conducted **user research** that shaped the AI feature roadmap and improved adoption strategy.
- Collaborated directly with founders and engineers to ensure design aligned with product strategy and technical feasibility.

Full-time UX Designer | Dax   Feb 2023 - Jun 2023

- Created a **data insights dashboard** for restaurant owners, enabling them to act on customer feedback and improve performance.

Full-time UX Designer | Larch Design   Feb 2020 - Feb 2023

- Designed and shipped 6 client products (4 mobile, 2 web), leading the **end-to-end design** process from initial concept to high-fidelity prototypes.
- Collaborated closely with clients to define goals, improve UX flows, and align deliverables with business outcomes.

Full-time Architectural Designer | Studio 3 Design   Aug 2015 - Feb 2020

- Designed and delivered architectural projects from concept through construction documentation.
- Collaborated with engineers, project managers, and clients to balance creative vision with constraints.
- Developed deep expertise in **spatial hierarchy, system design, and user flow** — principles that now drive intuitive digital experience design.

CERTIFICATE

Journey Mapping | Interaction Design Foundation   **Google UX Design Certificates** | Google

EDUCATION

University of California, Los Angeles | M.Arch Architecture   **Southeast University, China** | B.Arch Architecture